



DIGITAL MEDIA ARTS ADVISORY COMMITTEE - MEETING MINUTES

Tuesday, June 16th, 2020* 5:00-7:00 p.m.

Zoom Online (Audio/Video)

Members Present: Chris Martin, Chris Martin Studios; Seth Bloombaum, MeetingWire; Brian Ferdinand, SHOP; Jackie Wilushewski, MARQUAM

Clark College: Kristl Plinz, Professor/Computer Graphics/Web Department Head; Felle Gaylor, Instructor; Erin Lynch, Adjunct Instructor; Bruce Elgort, Web Development; Adam Coleman, CTEC Instructor; Robert Hughes, Professor/CTEC Department Head; Renee Schiffhauer, Advising; SueAnn McWatters, Program Specialist - Advisory Committees

Kristl Plinz called the meeting to order at 5:07pm and introductions were made.

MINUTES OF THE PREVIOUS MEETING

As this is a new advisory committee, there are no previous minutes.

The committee decided on a quorum of majority in order to pass voting items.

The minutes of May 30th, 2019 from the Web Design and Development were sent out electronically for approval. As of July 8th, the minutes were read and approved.

NEXT MEETING DATE

The committee will next meet on **Thursday, December 10th, 2020 at 5:30pm.**

ELECTION OF CHAIR/VICE CHAIR

SueAnn McWatters explained the role of the committee chair and vice chair.

Chris Martin volunteered to chair. Brian Ferdinand/Erin Lynch volunteered to be vice chairs.

Seth Bloombaum moved to accept Chris Martin as chair and Brian Ferdinand/Erin Lynch as vice chairs. Jackie Wilushewski seconded and was unanimously approved.

OFFICE OF INSTRUCTION ANNOUNCEMENTS

SueAnn McWatters made the following announcements:

The college is in a significant budget cut of \$5.4 million. We have gone through an entire budgetary process. The plans were recently announced, which will have great impact from executive council down to the classified staff. 86% of the budget is salary and wages. An Associate of Vice President from Planning and Effectiveness and a Vice President from Economic Development will be eliminated. A major impact that will affect WPTE is that the Dean of STEM will also be eliminated. There is a process right now of gathering thoughts and ideas on what the restructure

of the unit will look like. WPTE will likely increase in size. Administrative professionals will also be required to take leave without pay one day a month.

The new president Dr. Karin Edwards begins in July. She comes from Portland Community College.

Kristl Plinz explained that all course have been converted to online at least through fall 2020. The video class is having 3 weeks of face to face in the summer in order to compete the spring's course. Most of the students have succeeded through the changes.

Armetta Burney thanked Kristl Plinz for building our DMA program.

DMA CURRICULUM OVERVIEW

Kristl Plinz explained the pathway for the degrees in Digital Media Arts. There are general education requirements in English, Math and Human Relations. The new degree has foundational art courses including an advanced motion graphics animation class and a digital painting and illustration class. The program still includes Web Design, however that is a course taught by CTEC. Moving forward, as the job market changes, the goal would be to fill that course with whatever the students might need in order to get that freelance work or experience. They added two more professional classes, one in the first year and one in the second. This will give the students insights on the industry and figure out their own strategic plan.

Many of the web and graphic design students switched from the old to the new program. They will graduate up until fall. There is a new, fresh cohort finishing out their first year. Next year, we will have full DMA graduates.

MINOR CHANGES FOR 20-21

The college is requiring all students to take COLL 101. This gives a general overview of what it's like to be a college student and how to be successful.

CTEC is no longer offering CTEC 112. So CTEC 121 will replace the requirement in our program.

These have both been approved.

Through guided pathways, this will allow students to graduate in seven quarters rather than eight quarters.

The big vision is to align the high schools with Clark's program and WSU Vancouver's Creative Media and Digital Culture program. They have already started communication with the Evergreen School District who has created an all new Digital Arts curriculum. High school articulations and dual credit allow students to gain college credit while in high school. She is figuring out equivalencies and outcomes so that students won't have to take the same courses again once they're in the Clark program. She is still working with Vancouver School District. They are still on the visual communications, which aligns more with the art department.

DMA TENURE-TRACK FACULTY POSITION

The committee just went through 52 applications. 42 met the minimums. There was almost 20% diversity. They will be interviewing 9 people. Interviews should be done by the end of June. The position should start in fall 2020.

EQUIPMENT & FACILITIES

With the help of Kevin Forest who is teaching all of the video classes, the program just got a huge amount of funding to upgrade the video equipment.

- \$18,000 Perkins funded video equipment
- \$12,000 department/unit + fees video equipment

They will be putting the new equipment to use on two student project films.

Kristl Plinz has acquired a large closet for securing the new equipment. Last year, the program was able to acquire 20 brand new macs and the downstairs lab. The vision for the future is that the mac lab will move upstairs and the upstairs lab would move downstairs. On the other side of this lab is another under-utilized lab. At this point, there are a few lab spaces that are going to become available to potentially start using. The program has been allocated funding to renovate the art and DMA labs. She is trying to align the approval of space in order to help with the renovation.

INDUSTRY & JOB MARKET INSIGHTS

Chris Martin lives in a world of video production and podcasting. As of now, things have been put on hold. There has been a lot of zoom and remote technologies. Many businesses are trying to find new ways to promote their business. It has been fascinating to watch things slow down, stop, or pick up.

Erin Lynch explained that the web design/web development/graphic design side saw a huge slow down. There was a lot of jobs that went on hold. Recently, the industry has been opening back up and getting busy again. Brian Ferdinand has heard similar stories from other agencies as well.

Jackie Wilushewski stated that they were already a remote based company. There wasn't much of a huge decline in work. However, there was a spike in business intelligence.

Seth Bloombaum spoke on the Portland production community remaining on hold. Most production seems to be in back into recovery. Kristl Plinz explained that she and Seth are a part of the OMPA (Oregon Media Professionals Association). It is a specific educators group that includes open signal and other training facilities. Portland Community College is also on remote learning.

Fellene Gaylord spoke on being a freelancer. The lull in worktime worked out well for her personal schedule. She is currently working on cartography projects, non-profit web work, and other commercial projects. Clients are a lot more interested in creating web sites. She also put out a call for a client for her course so the students can create a Wordpress website. Jackie Wilushewski suggested Dene Grigar from WSU Vancouver to help.

Armetta Burney stated that the college will be 100% online through summer and fall. However, the CTE programs will be taught in a hybrid modality.

The meeting adjourned at 6:14pm.